

How to Promote Your Facebook Page

Promote Facebook Page will create ads that will show in News Feed, on the right side of Facebook and on Instagram. It is an effective way for you to create an awareness of new targeted people outside your connection list. Before you get started, here are some checklist to be prepared:

- **Have your content ready**

If you are considering spending money on this advertisement, make sure you have compelling picture or video that is attractive enough to be displayed. Also, it would be best if you have the whole Page updated to encourage their engagement even more. You will have up to 90 characters of text to grab interest with more info about what you're advertising.

- **Page Insights Report**

Utilize the Insights Report of your page to understand your current audience. It also will help you to make decision on who will be your next target.

- **Budget**

Think about how much you want to spend daily for this advertisement. You can create your own budget, starting with \$2.00 per day or depends on how many Likes you want to generate from this ad. Below will be rough estimation that Facebook based on the average performance of ads targeted to your selected audience:

Daily Budget	Estimation
\$2.00	1- 3 likes per day
\$3.00	1- 4 likes per day
\$5.00	2- 6 likes per day
\$10.00	3- 13 likes per day
\$15.00	5- 19 likes per day
\$100.00	31 - 125 likes per day
\$500.00	156 - 625 likes per day

- **Know your Audience**

To reach the right audience and greater result of your ads, Facebook will help you to limit your target based on your preference. You can limit it by gender, age, locations, and other interests such as parents or even favorite sport or hobbies. Therefore, your spending will be focused only who you want to engage.

Steps to Promote your Facebook Page

1. On your Page, click on

A blue rectangular button with the text "Promote Page" in white.

2. Edit your Ad Creative

- **Text**

Add or modify the text you want to be appeared on the ads (limited up to 90 characters)

- **Picture or Video**

You can use your current profile picture or upload new picture or videos

3. Choose Your Audience

Fill up all the information to help you reach the right audience. Try to fill up all the categories provided for greater result.

4. Set your Budget and Duration

For the first time, you might want to set up shorter term duration. This way you can evaluate the result for your next or future plan.

5. Payment Currency

Select your payment currency.

6. Select your Payment Method

For Payment made in the United States, you can choose one of the three payment methods.

- Credit or Debit Card
- Pay Pal
- Online Banking

Upon Completion, you will receive an email confirmation. Also, be sure to check the Insights Report to analyze the progress daily.